
Workplan Logistics

I. Selling/Execution DetailMonth: MayPromotion: Red Kamel Metal SignsPromotion #: 800429Item #: 541895Segment: O-Zone AccountsSKU Quantity: 20Placement/MSA Reporting: N/AReporting Dates: N/APromotion Details: 1) Promotion Description: Red Kamel metal signs to be bulk packed (20/SKU).Three different visuals will be randomly shipped, only 1 visual per SKU. To be distributed by retailer.2) Materials Description: 20 signs/SKU (1 visual per SKU)3) Recommended Displays: N/APricing Details: - Invoice Description: N/A- Pricing: N/A- Terms: N/A- Additional Allowance: N/APromotional Packaging UPC: N/AProduct UPC: N/AVAP Payment Per 6M Case: 1) Pack Only: N/A2) Pack and Ship: N/A**II. Promotion Timing**Allocations Available: 2/2/98Model Available: N/AAllocation Adjustments to Model: N/ATemplates Available: N/AValued-Added Transfer Deadline: N/AFirst Order Date: 3/23/98First Ship Date to Direct Accounts: N/AVAP/Delivery Date to Retail Accounts: N/ALast Delivery Date to Direct Accounts: N/ARoll Remaining Allocations to National/Clean-Up: N/A

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Second Quarter 1998 Marketing Objectives/Strategies

CAMEL

Second Quarter Promotion Objectives/Strategies

- April B2G1 @ 10¢
 - VAP ship date to retail week of April 6, 1998.
 - Generate competitive full-price trial on base CAMEL's key box styles. (Filter Box and Lights Box only. No menthol styles will be worked.)
 - Product will be presleeved in Winston-Salem. Each carton will contain three offers plus one live pack.
 - Retail Packing Explanation Sheet will be in each display.
 - Allow direct accounts to ship product directly to retail accounts without additional packing.
 - Place in Pack Partners Outlets concentrating on convenience/gas.
 - 21 offers per SKU (4 cartons Lights Box; 3 cartons Filter Box).
 - Product flows through direct account to retail as normal B2G1F.
 - Retailer would charge 10¢ for third pack creating additional profit on the sale of the product.
 - All promotional POS will communicate Buy 2 Packs Get 1 @ the 1913 price of 10¢ to celebrate 85th anniversary of CAMEL.
 - Tear tape on promotional pack will state "special manufacturer's offer."
 - Side of promotional pack will say "Promotional Pack All State and Federal Taxes Paid by Manufacturer."
 - Promotion cannot be worked in state of Montana.
- May B2G Free T-Shirt
 - VAP ship date to retail week of May 18, 1998.
 - Generate competitive full-price trial on CAMEL Lights Box and CAMEL Filter Box.
 - 20 offers per SKU.
 - Promotional packing sheet provided in SKU for retailer.
 - Name generation piece included.
 - Offer will include a special collectible zippo offer.
- May Buy 4 Get 1 Free - CTS Pack Promotion
 - VAP ship date to retail week of **May 18, 1998.**
 - Product and support materials available **April 20, 1998.**
 - Franchise protection in pack sales in CTS.
 - Product (B4G1F) will be presleeved in cartons but will still require direct account to place in traditional promotional sleeve.
 - Traditional sleeve design kit and floor base display/POS support kit.
- May O-Zone Opportunistic Collectible Metal Signs
 - Bulk packed 20 per SKU.
 - Non-traditional promotion skewed to Red Kamel.
 - Specific to O-Zone geography and participating stores (RJR Partners).
- June 30¢ Off 1 Pack Deeper Promotion Coverage (DPC) - CAMEL
 - VAP ship date to retail week of June 1, 1998.
 - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
- June - Pricing/Equity Event
 - Utilized to enhance discounting activity during Plan B period.
 - POS will be theme specific and add equity to CAMEL.
 - POS item numbers will be communicated for ROU to order to accounts.

Revised: 2/9/98

**RED KAMEL O-Zone Metal Sign
Promotion #800429
RED KAMEL Metal Sign #541895**

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	Region	# of Identified O-Zone Accounts	RED KAMEL Metal Sign #541895 (20/SKU)
1100	Boston	41	96
1200	New York Metro	32	75
1300	Philadelphia	24	56
1600	Buffalo	60	141
1700	Pittsburgh	120	282
1800	Cincinnati	108	254
	Total NES	385	904
2100	Winston-Salem	80	188
2200	Atlanta	179	421
2300	Florida	90	212
2600	Dallas	100	235
2900	Richmond	140	329
	Total SSA	589	1,385
5100	N. California	33	78
5400	S. California	83	195
5600	Seattle	75	176
5800	Houston	74	174
	Total WSA	265	623
6200	Chicago	180	424
6300	Minneapolis	30	71
6600	Denver	105	247
6700	Detroit	91	214
6900	St. Louis	55	129
	Total MWSA	461	1,085
	GRAND TOTAL	1,700	3,997

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2/9/98